

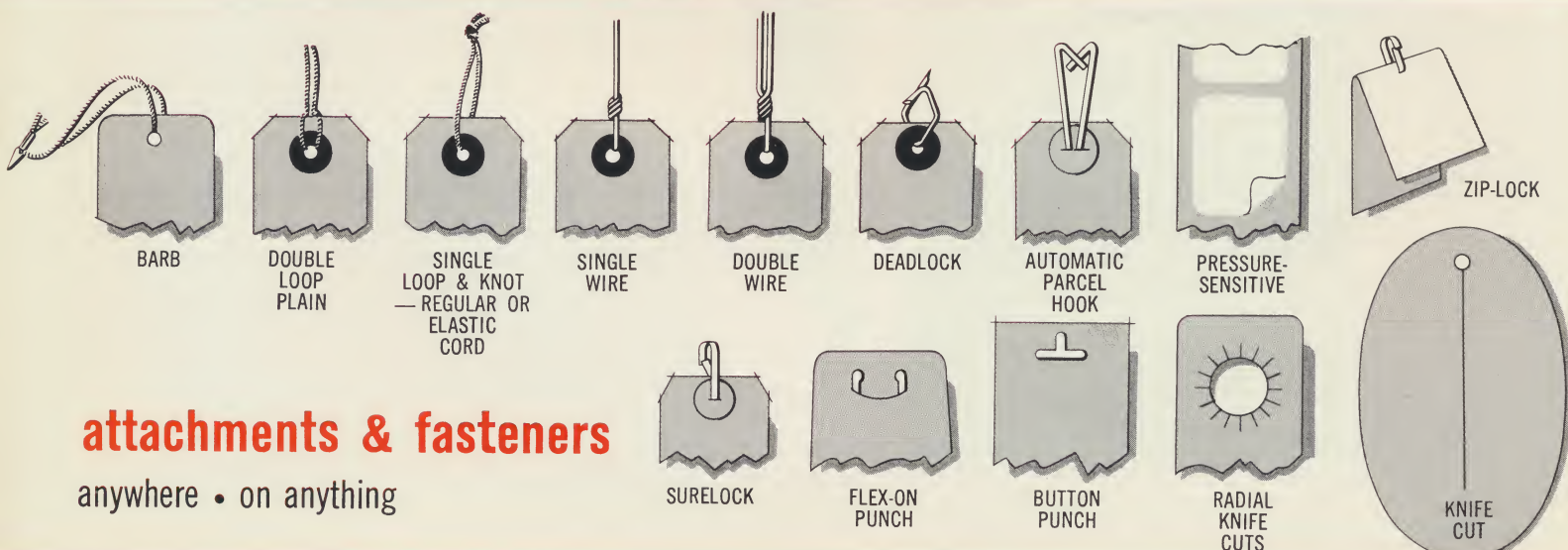
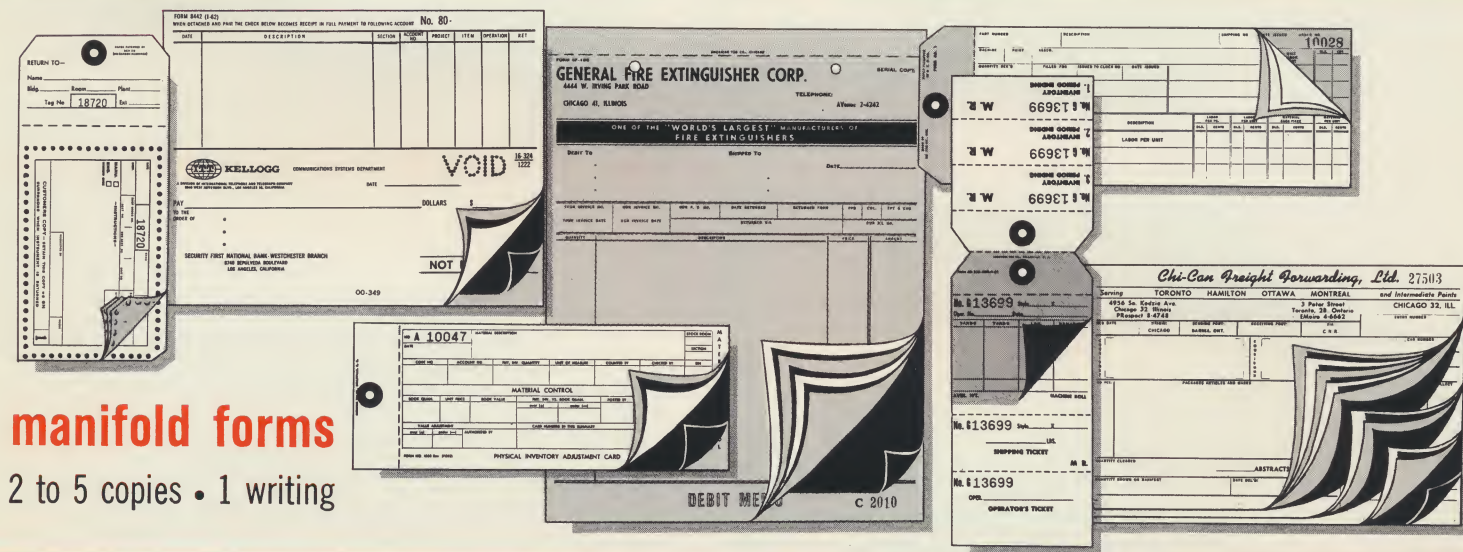
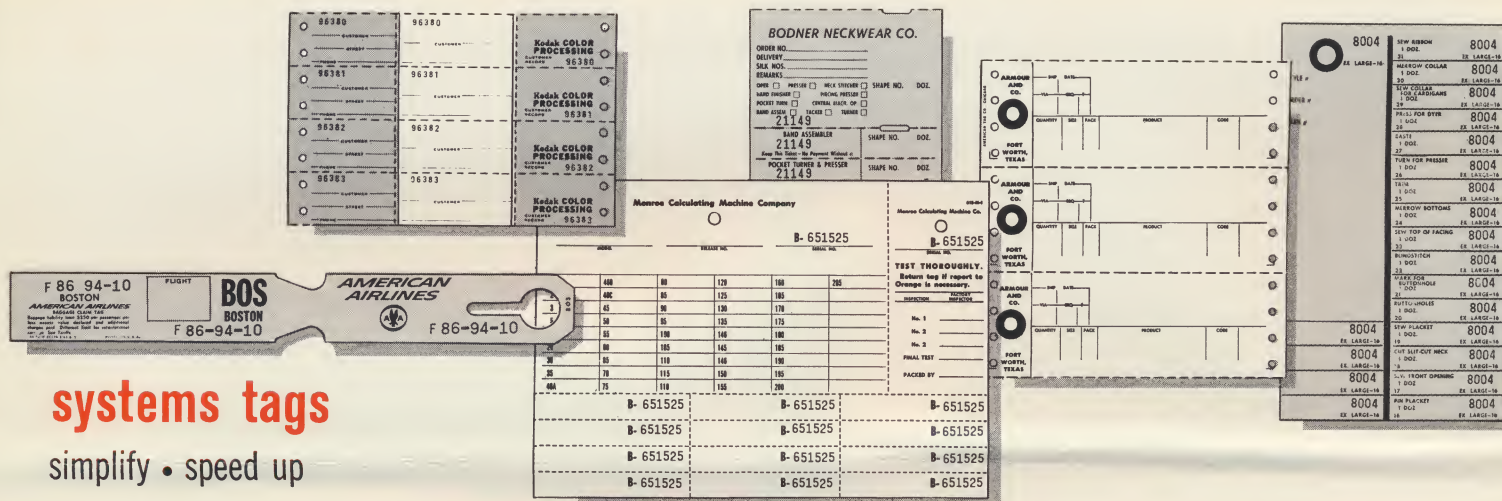
tags, labels and systems that really go to work for you

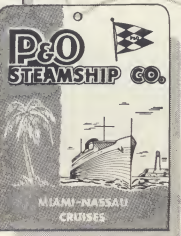
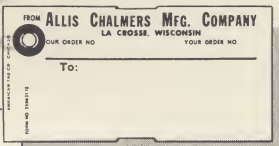
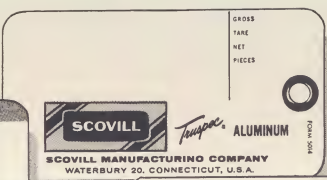
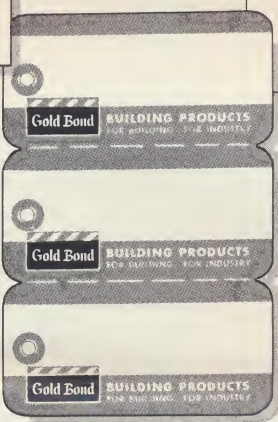
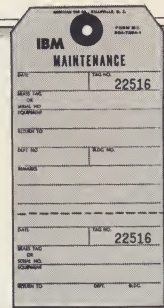
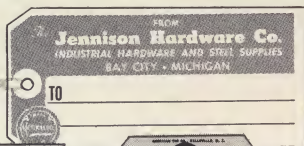
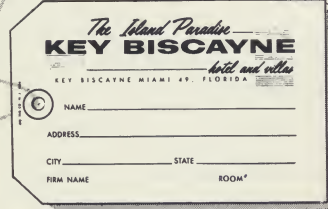
make you money • save you money



american tag company

IDENTIFICATION & CONTROL **american tag company**





shipping tags

sure delivery • free advertising



point-of-purchase tags

tell • sell



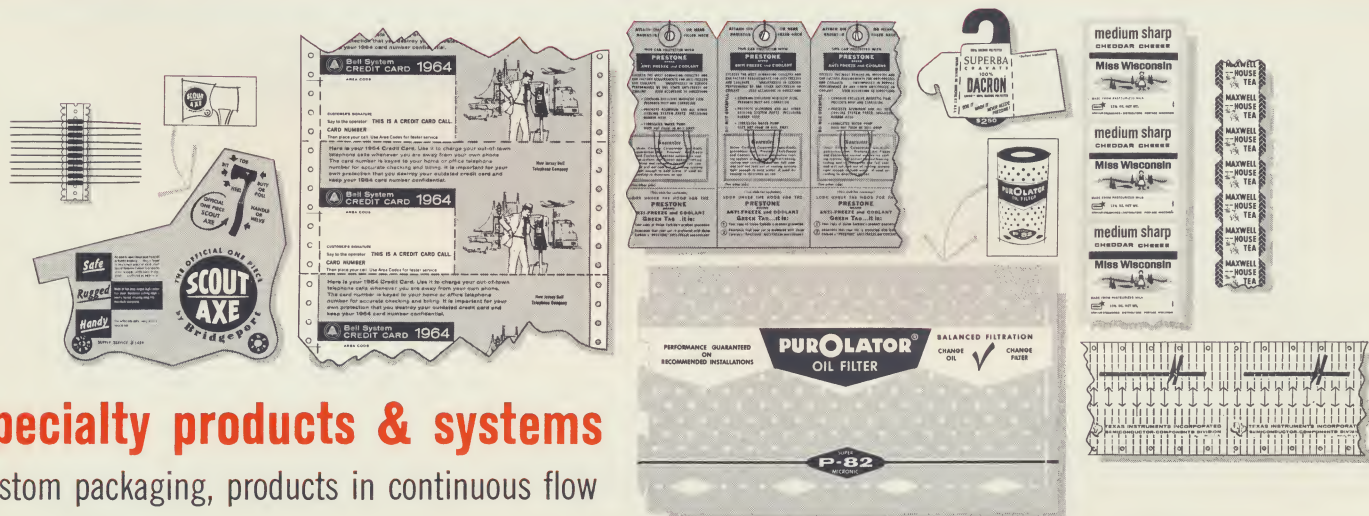
pressure-sensitive labels

permanent or removable—in sheets, singles and rolls or flatpacks—for data processing and automatic application



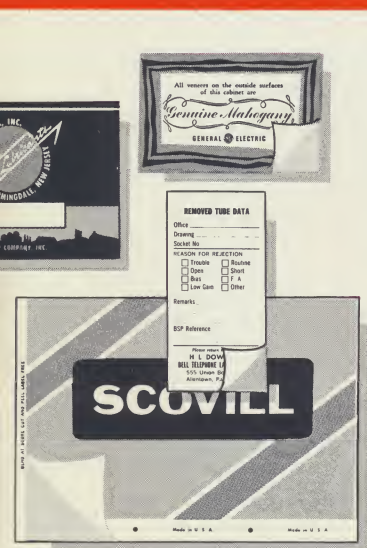
pin tickets, labels, decals & embossed seals

secure your story to your product



specialty products & systems

custom packaging, products in continuous flow

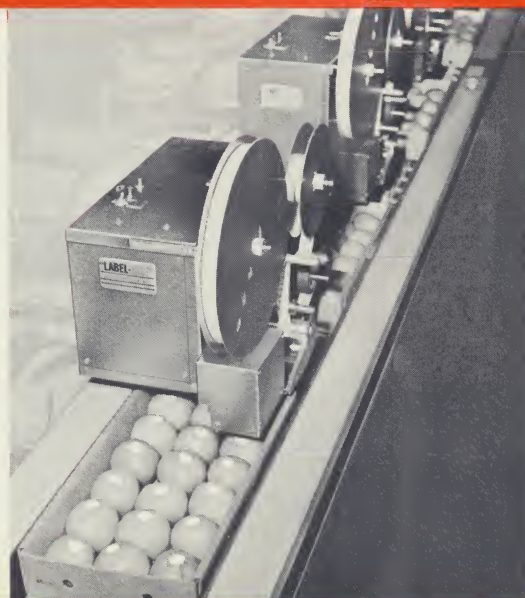


Battery of pressure-sensitive label applicators applying American Tag labels to tomatoes at a large packing plant. Labelers like these in tandem have handled as many as 90,000 tomatoes per hour on a full daily schedule; provide the first efficient, economical and automated method of labeling produce.

dispensers, labelers & imprinting machines

automate on-the-job processing

With a wide variety to choose from, we will recommend and install the best unit for your specific requirements.



experience — 70 years long...70 industries wide

Buyers profit daily from the knowledge and materials offered by American Tag Company as a routine part of its personal service to its customers. With a depth of experience that spans industries as well as years, American Tag has contributed significantly to the art of combining raw materials with design-engineering ability to provide your product with a point-of-purchase "plus" or to give your operation the most efficient systems controls possible.

For almost 70 years and for well over 70 industries, American Tag has provided an exceptionally diversified product line, backed up with the services needed to meet every identification and control requirement. Look at the facilities below that we draw upon to give every customer, big or small, the very best the tag industry has to offer.

Complete Design and Layout Services

ART DEPARTMENT. American Tag's Design & Art Department with its decades-long reputation for practical creativity, provides a staff of skilled individuals who will incorporate your new tag or label into the other elements of your promotional program. They will prepare comprehensive layouts at no charge or obligation.

SYSTEMS LAYOUT. Every one of us — from branch representative to home office — involved in your systems tag or forms design is backed by years of experience in this specialized field. In addition, American Tag provides an unlimited library of samples to draw upon.

Versatile Engineering Service

CUSTOM ENGINEERING. This department has done and will do such things as design equipment or machinery for

imprinting, for packaging, for attaching, and for handling tags and labels on your premises.

APPLICATION ENGINEERING. This is the term American Tag Company uses to describe its service that contributes to the more efficient handling of the product by working from the end use rather than from specifications alone. This may range from something as basic as determining the correct strength, length and style of string for a tag to the means for automatically labeling non-uniform food products at the rate of tens of thousands per hour.

Personalized Attention

CUSTOMER SERVICE. Every order — regardless of size — receives the individual attention of an American Tag representative. This accent on service has earned American Tag an enviable reputation for its practical imagination and consistently high quality, so evident in all its products.

Each working day, American Tag produces millions upon millions of tags on the latest, most efficient equipment. Behind this modern automation stands American's most important ingredient — almost 500 technical craftsmen. From artists, to engineers, to pressmen, to customer service personnel, meticulous attention is given to the smallest details to give you a degree of quality that sets the standard for the entire industry.

What's more, American Tag Company representatives in 32 convenient branch offices coast-to-coast give your identification and control problems the prompt, professional and personal attention they deserve. And you get quick delivery from two strategically-located plants that serve the nation and make every job a local job.



american tag company

6151 South State Street, Chicago, Ill. 60621
151 Cortlandt Street, Belleville, N. J. 07109
Since 1897 • Sales Offices in Principal Cities



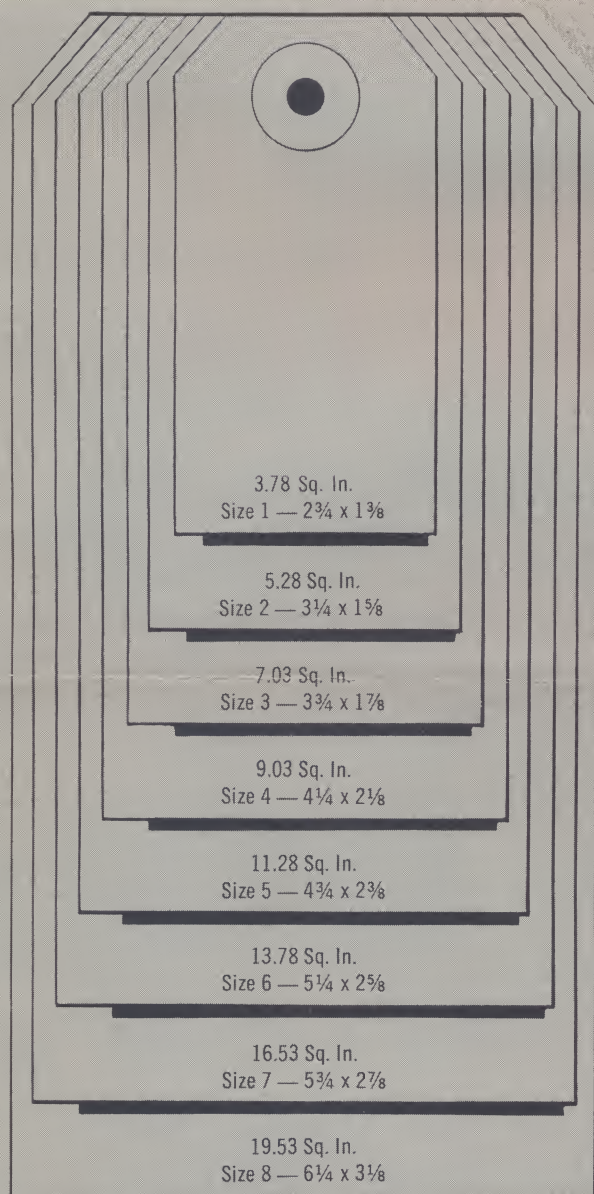
handy tag information

WIDE INVENTORY READILY AVAILABLE

In American Tag's warehouses and available to you at a moment's notice, are over 500 different stocks, from sulphates to jutes to ropes, including films, foils, cloths, pressure-sensitives in a wide range of colors, and ranging from bonds to carbons to folder stock and heavy tag board. So it's simple to select the stock that's best suited to your needs. In addition, American Tag offers you over 4,000 die shapes and sizes from stock. They may also be made to order.

Strings are on hand in a rainbow of colors and a wide range of materials, plus wires, fasteners of all types, reinforcements and punches. What's more, American Tag has the ability and facilities to print by letterpress, offset, letterset, gravure, silk screen or flexography, permitting unbiased "value analysis" of every job.

SHIPPING TAG STANDARD SIZES



REINFORCEMENT & PUNCHES



Many other sizes and shapes also available.

NUMBERS

1234
(1/8")

1234
Size 1 (3/16")

1234
Size 4 (1/4")

1234
Size 7 (3/8")

1234

Size 9 (3/4")

Numbers with hyphens, and other sizes also available.

STRINGS (Standard)

No. 48 White Polished
No. 9 White Polished
No. 12 White Polished
No. 18 White Polished

Other sizes available for special uses.

WIRES (Standard)

No. 26 Gauge Galvanized
No. 23 Gauge Galvanized
No. 21 Gauge Galvanized
No. 21 Copper

Other gauges also available.

FASTENERS

Wires & Strings for shipping and system tags.

Deadlocks for shipping and system tags.

Parcel Hooks for baggage tags.

Zip-Locks to fasten tags to zippers, etc.

Surelocks to fasten tags to bags, pails, wire goods, etc.

Security Hooks • Barb Fasteners • Poultry Fasteners

american tag company • 6151 South State Street, Chicago, Ill. 60621 • 151 Cortlandt Street, Belleville, N. J. 07109
Phone: 312 BU 8-3300 Phone: 201 PL 9-6500